IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising:

generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

selecting a price value in said sequence of price values;

for at least a first potential bidder, transforming, using a characteristic associated with a quality of an auction item ~~of a first type~~, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for said first potential bidder~~, wherein said second view is associated with the auction item of the first type~~; and

for at least a second potential bidder, transforming~~, using a characteristic of the auction item of a second type,~~ said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for said second potential bidder, wherein [[said]] the second view and third view ~~is associated with the auction item of the second type that is~~ are different ~~from said first type;~~

~~wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type~~.

2. (Previously presented) The method of claim 1, wherein generating a sequence of price values comprises predefining a series of price increments or decrements.

3. (Previously presented) The method of claim 2, wherein generating a sequence of price values further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

4. (Currently amended) The method of claim 1, wherein transforming, ~~using a characteristic of an auction item of a first type~~ comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Currently amended) The method of claim 1, wherein transforming, ~~using a characteristic of an auction item of a first type~~ comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct a Dutch auction between a plurality of bidders, said method comprising:

generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

selecting a price value in said sequence of price values;

transforming, using a characteristic <u>associated with a quality</u> of an auction item ~~of a first type,~~ said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, ~~wherein said second view is associated with the auction item of the first type~~; and

transforming, ~~using a characteristic of the auction item of a second type,~~ said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein [[said]] <u>the second view and</u> third ~~view is associated with the auction item of the second type that is~~ <u>are</u> different ~~from said first type~~;

~~wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.~~

7. (Previously Presented) The medium of claim 6, wherein said method further comprises predefining a series of price increments or decrements.

8. (Previously Presented) The medium of claim 7, wherein said method further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Previously Presented) The medium of claim 6, wherein said method further comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Previously Presented) The medium of claim 6, wherein said method further comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled)

16. (Currently amended) A system for conducting a Dutch auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

generate a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

select a price value in said sequence of values;

transform, using a characteristic associated with a quality of an auction item ~~of a first type,~~ said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, ~~wherein said second view is associated with the auction item of the first type~~; and

transform, ~~using a characteristic of the auction item of a second type,~~ said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein [[said]] the second view and third view ~~is associated with the auction item of the second type that is~~ are different ~~from said first type;~~

~~wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type~~.

17. (Previously presented) The system of claim 16, wherein generating includes predefining a series of price increments or decrements.

18. (Previously presented) The system of claim 17, wherein generating includes changing said predefined series of price increments or decrements in real-time during the Dutch auction.

19. (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Previously presented) The system of claim 16, wherein transforming includes performing a combination of linear, non-linear, and lookup table transformations simultaneously.

21-46. (Cancelled)